Monthly Sales Trend for February 2023

Japan Business

Sales, Number of Customers and Sales per Customer (Year-on-year comparison basis)

%	LFL Directly Managed Stores + Online Store	All Directly Managed Stores + Online Store
Sales	91.4	106.4
Number of Customers	92.4	106.4
Sales per Customer	99.0	100.0

Sales by Product Category (year-on-year change)

%	LFL Directly Managed Stores + Online Store	All Directly Managed Stores + Online Store
Apparel	103.9	118.7
Household	84.3	95.8
Foods	96.1	119.0

Number of Stores

	LFL Directly Managed Stores	All Directly Managed Stores + Online Store
Number of Stores	350	535
Number of New-opening Stores	-	4
Number of Closed Stores	-	0

Store openings

MUJI Tatebayashi Misono (Gunma, DM)

MUJI 500 Seiten qlay (Kanagawa, DM)

MUJI Kasumi Iwase (Ibaraki, DM)

MUJI Maebashi Chuo Dori Shopping Street (Gunma, DM)

Sales trends

In February 2023, on a year-on-year basis, monthly sales of LFL stores and online store were 91.4%, and directly managed stores and online store were 106.4%. Sales of apparel products mainly in spring apparel products went well from the previous year on LFL stores basis. On the other hand, sales of household products were sluggish, mainly furniture and fabrics, due to a reaction to rush demand before the price revisions (price hikes) on January 13 and February 3. The number of weekends and holidays was 1 day less than last year, this affected downwardly by 2 points.

Businesses Outside Japan

Sales, Number of Customers and Sales per Customer (Year-on-year comparison basis)

East Asia

	LFL Directly Managed	Stores + Online Store	All Directly Managed	Stores + Online Store
		Mainland China		Mainland China
Sales	112.8	117.4	119.3	124.1
Number of Cusotomers	112.2	-	119.6	-
Sales per Customer	100.5	-	99.8	-

Asia East / South & Oceania Business

	LFL Directly Managed Stores + Online Store	All Directly Managed Stores + Online Store
Sales	134.2	137.9
Number of Customers	-	146.8
Sales per Customer	-	94.0

Europe & Americas Business

	LFL Directly Managed Stores + Online Store	All Directly Managed Stores + Online Store
Sales	128.5	128.4
Number of Customers	-	121.0
Sales per Customer	-	106.1

Number of Stores by Business Segment

East Asia

	LFL Directly Managed Stores	All Directly Managed Stores + Online Store
Number of Stores	-	467
Number of New-opening Stores	-	4
Number of Closed Stores	-	0

Asia East / South & Oceania Business

	LFL Directly Managed Stores	All Directly Managed Stores + Online Store
Number of Stores	-	85
Number of New-opening Stores	-	0
Number of Closed Stores	-	0

Europe & Americas Business

	LFL Directly Managed Stores	All Directly Managed Stores + Online Store
Number of Stores	-	57
Number of New-opening Stores	-	0
Number of Closed Stores	-	0

Store openings

MUJI Jing Hua World Trade Center (Mainland China, Direct management)

MUJI Shanghai MOHO Mall (Mainland China, Direct management)

MUJI Shanghai QianTan TaiGuLi (Mainland China, Direct management)

MUJI Jing An Kerry Center (Mainland China, Direct management)

Fiscal Year ending August 31, 2023 2023年8月期 月次概況 Monthly sales trend 国内事業 Japan

		9月	10月	11月	第1Q	12月	1月	2月	第2Q	上期	3月	4月	5月	第3Q	9ヶ月	6月	7月	8月	第4Q	下期	年間
LFL = Like f	for Like	Sep	Oct	Nov	1Q	Dec	Jan	Feb	2Q	1H	Mar	Apr	May	3Q	9М	Jun	Jul	Aug	4Q	2H	Full Year
衣服	Apparel	95.4	108.0	96.2	100.5	98.2	86.7	103.9	95.9	98.2											98.2
生活	Household	83.2	91.9	86.8	87.8	92.5	100.3	84.3	93.3	90.6											90.6
食品	Food	81.5	88.5	98.6	89.6	108.1	105.5	96.1	103.3	96.3											96.3
営既存店+2	オンラインストア																				
L Directly mar	naged stores (MUJI) + Online store	86.1	97.1	92.0	92.3	96.6	96.7	91.4	95.7	94.0											94.0
衣服	Apparel	105.2	119.7	107.5	111.5	112.6	99.0	118.7	109.4	110.5											110.5
生活	Household	91.1	101.8	96.5	96.7	105.3	113.9	95.8	105.7	101.2											101.2
食品	Food	98.1	108.3	120.6	109.0	135.4	130.6	119.0	128.4	118.5											118.5
営合計+オンラ	ラインストア			""																	
	ed stores total (MUJI) + Online store	96.2	109.1	104.3	103.7	112.2	111.9	106.4	110.7	107.2											107.2
rectly manage 営既存店 + フ 数	オンラインストア LFL directly managed stores (I Number of Customers	MUJI)+ Online	store 96.7	95.8	94.7	100.0	96.5	92.4	96.6	95.6											95.6
irectly manage I営既存店+2 G数	オンラインストア LFL directly managed stores (I	MUJI)+ Online	store																		95.6
irectly manage 可営既存店+2 S数 S単価	オンラインストア LFL directly managed stores (I Number of Customers	MUJI)+ Online : 93.3 92.2	96.7 100.3	95.8	94.7	100.0	96.5	92.4	96.6	95.6											95.6 98.3
irectly manage 直営既存店 + 2 系数 S単価 直営合計+オンラ 系数	オンラインストア LFL directly managed stores (I Number of Customers Sales per Customer	MUJI)+ Online : 93.3 92.2	96.7 100.3	95.8	94.7	100.0	96.5	92.4	96.6	95.6											95.6 98.3
pirectly manage 直営既存店 + 7 客数 客単価	オンラインストア LFL directly managed stores (I Number of Customers Sales per Customer ラインストア Directly managed stores total (ML	MUJI)+ Online : 93.3 92.2	96.7 100.3	95.8 96.1	94.7 97.5	100.0	96.5	92.4 99.0	96.6 99.1	95.6 98.3											95.6 98.3
irectly manage 直営既存店 + 2 客数 客単価 直営合計+オンラ 客数 客単価	オンラインストア LFL directly managed stores (I Number of Customers Sales per Customer ラインストア Directly managed stores total (ML Number of Customers	MUJI)+ Online: 93.3 92.2 JJI) + Online sto 103.5 92.9	96.7 100.3 ore 108.9 100.2	95.8 96.1	94.7 97.5	100.0 96.7	96.5 100.2	92.4 99.0	96.6 99.1	95.6 98.3											95.6 98.3
irectly manage 恒営既存店 + 7 客数 客単価 直営合計+オンラ 客数 客単価 司末店舗数 (L 吉舗数 (L	オンラインストア LFL directly managed stores (I Number of Customers Sales per Customer ラインストア Directly managed stores total (ML Number of Customers Sales per Customer	MUJI)+ Online: 93.3 92.2 JJI) + Online sto 103.5 92.9	96.7 100.3 ore 108.9 100.2	95.8 96.1	94.7 97.5	100.0 96.7	96.5 100.2	92.4 99.0	96.6 99.1	95.6 98.3											95.6
irectly manage 直営既存店 + 2 客数 客単価 直営合計+オンラ 客数 客単価	オンラインストア LFL directly managed stores (I Number of Customers Sales per Customer ラインストア Directly managed stores total (ML Number of Customers Sales per Customer	MUJI)+ Online 93.3 92.2 JJI) + Online sto 103.5 92.9	96.7 100.3 ore 108.9 100.2 Stores)	95.8 96.1 108.2 96.4	94.7 97.5 106.4 97.4	100.0 96.7 115.2 97.4	96.5 100.2 111.0 100.8	92.4 99.0 106.4 100.0	96.6 99.1 111.3 99.5	95.6 98.3 108.8 98.5											95.6 98.3 108.8 98.5

チャネルについて
直営既存店:前年期首から期末まで通年で稼働した店舗
※同期間に30日以上継続して休業した店舗を除く

前年比数値について ・直営数値:店舗売上高(売価ベース)前年同月比

Definition of Sales Channel:

• LFL (Like-for-Like): Stores fully operated during the prior fiscal period

**excluding stores that were closed for 30 days or more in the previous term.

Definition of figures:

• DM: Flash store sales as percentage of the same month prior fiscal year.

海外事業 セグメント別

2023年8月期 月別売上·客数·客単価昨比(速報値)

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Cales	Numb	f C		d Cales	or Customor l	V		mna

	9月	10月	11月	第1Q	12月	1月	2月	第2Q	上期	3月	4月	5月	第3Q	9ヶ月	6月	7月	8月	第4Q	下期	年間
LFL = Like for Like	Sep	Oct	Nov	1Q	Dec	Jan	Feb	2Q	1H	Mar	Apr	May	3Q	9М	Jun	Jul	Aug	4Q	2H	Full Yea
東アジア事業 / East Asia 直営既存店 + オンラインストア																				
LFL Directly managed stores (MUJI) + Online store	91.3	84.7	83.4	86.0	97.2	110.4	112.8	106.0	95.3											95
中国大陸 Mainland China	83.8	77.0	77.5	79.0	73.7	112.6	117.4	99.2	88.0											88.
直営合計+オンラインストア Directly managed stores total (MUJI) + Online store	00.0	00.6	06.3	01.4	00.7	121.2	110.2	442.0	101.5											101
中国大陸 Mainland China	99.8	90.6 84.2	86.3 80.7	91.4 85.4	99.7 76.8	121.3 122.9	119.3 124.1	112.8 106.4	101.6 95.0											101
			80.7	85.4	70.8	122.9	124.1	100.4	95.0											95
直営既存店+オンラインストア LFL Directly managed sto 客数 Number of Customers		T	02.0	06.5	00.0	444.4	112.2	402.7	646			1				1				
	92.0	84.4	83.9	86.5	89.9	111.1	112.2	103.7	94.8											94
客単価 Sales per Customer	99.2	100.4	99.4	99.4	108.1	99.3	100.5	102.2	100.5											100
直営合計+オンラインストア Directly managed stores tota	I (MUJI) + Online st	tore																		
客数 Number of Customers	100.0	90.1	87.0	92.0	91.6	121.6	119.6	110.4	101.1											101
客単価 Sales per Customer	99.8	100.6	99.2	99.4	108.9	99.7	99.8	102.2	100.5											100
月末店舗数(LS含む) Number of Stores at the End o	Month (Include LS	S Stores)																		
店舗数 Number of Stores	446	452	453	453	459	463	467	467	467											46
今月出店数 Number of New-opening Stores	6		3	15	7	4	4	15	30											
今月退店数 Number of Closed Stores	2	0	2	4	1	0	0	1	5											
東南アジア・オセアニア事業 / Asia East/South & C	ceania		F.C.										1	I					1.0000000000000000000000000000000000000	ica .
直営既存店+オンラインストア LFL Directly managed stores (MUJI) + Online store	138.0	126.8	120.9	127.9	124.3	123.4	134.2	126.4	127.1											127
直営合計+オンラインストア	191.8	154.5	128.7	152.6	136.0	134.6	137.9	135.9	143.4											143
Directly managed stores total (MUJI) + Online store	151.0	154.5	120.7	202.0	150.0	154.0	137.3	100.0	2.10.1											1 143.
直営合計+オンラインストア Directly managed stores tota	 												•	·····						
客数 Number of Customers 客単価 Sales per Customer	191.4	159.3 97.0	139.4 92.3	159.7 95.5	96.3	145.9 92.2	146.8 94.0	144.2 94.3	151.1 94.9											151. 94.
客単価 Sales per Customer	100.2	97.0	92.3	95.5	90.3	92.2	94.0	94.5	94.9											94.
月末店舗数(LS含む) Number of Stores at the End o			88			1							1	•				I		0
店舗数 Number of Stores 今月出店数 Number of New-opening Stores	80		83	83	85	85 0	85	85	85											8
今月出店数 Number of New-opening Stores 今月退店数 Number of Closed Stores	0	0	0	3	2	0	0	0	5											
			- 83				- 1	<u> </u>	· · · · · · · · · · · · · · · · · · ·											
欧米事業 / Europe & Americas													1						I I I I I I I I I I I I I I I I I I I	81
直営既存店+オンラインストア LFL Directly managed stores (MUJI) + Online store	122.9	107.2	115.4	114.8	130.9	140.5	128.5	133.0	123.3											123.
直営合計+オンラインストア	122.6	106.4	115.2	114.4	130.6	140.4	128.4	132.8	123.0											123.
Directly managed stores total (MUJI) + Online store	122.0	2001.			250.0	1.0	120													
直営合計+オンラインストア Directly managed stores total	I (MUJI) + Online st	tore																		
客数 Number of Customers	124.2	110.5	111.6	115.2	122.6	136.4	121.0	126.3	120.7											120
客単価 Sales per Customer	98.7	96.4	103.2	99.3	106.5	102.9	106.1	105.2	101.9											101
日土店鎌数 (16合本) ************************************	Final of Be th - "	aluda 100:					ļ!				1	-		P		-	-			
月末店舗数(LS含む) Number of Stores at the	End of Month (In		ores) 57	57	57	57	57	57	57		1					1	I			5
庄结数 Number of Stores	0		0	0		0	0	0	0											3
	1 0			0		0	0	0	0											
店舗数 Number of Stores 今月出店数 Number of New-opening Stores 今月退店数 Number of Closed Stores	0																			
今月出店数 Number of New-opening Stores 今月退店数 Number of Closed Stores		01																		
今月出店数 Number of New-opening Stores 今月退店数 Number of Closed Stores 月末店舗数(国内外合計) Total MUJI Store as of th	e end of month	'	1.118	1 118	1.133	1.136	1.144	1 144	1 144			1								1.14
今月出店数 Number of New-opening Stores		1,108	1,118	1,118 51	1,133 16	1,136	1,144	1,144 28	1,144 79											1,14